

09/722,341 – 11/28/00

1. A method of profiling a user of a system for assisting the buying and selling of properties, comprising:
 - defining a plurality of character types;
 - defining a plurality of character attributes divided into character attribute subsets;
 - defining a character profile matrix representing the likelihood that a person of at least one of the character types will fit into at least one of the character attribute subsets;
 - assigning a character profile score to the user using the character profile matrix, the user being a seller or a buyer; (see US Pat. 6,092,049), claim 1, and “Abstract Text (1):

A method for recommending items to users using automated collaborative filtering stores profiles of users relating ratings to items in memory. Profiles of items may also be stored in memory, the item profiles associating users with the rating given to the item by that user or inferred for the user by the system. The user profiles include additional information relating to the user or associated with the rating given to an item by the user. Item profiles are retrieved to determine which users have rated a particular item. Profiles of those users are accessed and the ratings are used to calculate similarity factors with respect to other users. The similarity factors, sometimes in connection with confidence factors, are used to select a set of neighboring users. The neighboring users are weighted based on their respective similarity factors, and a rating for an item contained in the domain is predicted. In one embodiment, items in the domain have features. In this embodiment, the values for features can be clustered, and the similarity factors incorporate assigned feature weights and feature value cluster weights. In some embodiments, item concepts are used to enhance recommendation accuracy.

Application Filing Date (1):

19970314

Brief Summary Text (11):

In another aspect, the present invention relates to a method for recommending an item to a user which begins by storing a user profile in memory for each user. The user profile includes ratings given to items by the user. An item profile is also stored in memory which includes ratings given to the item by users. The profile of each item rated by the user is retrieved from memory and used to determine which other users of the system have rated that item. The profile of each of those users is retrieved from memory and a similarity factor between the initial user and each of the users that have rated the item is calculated. The similarity factors are calculated responsive to the retrieved user profiles. A set of neighboring users is selected responsive to the similarity factors and a weight is assigned to each of the neighboring user. The neighboring users and the weights given to them are used together with the ratings given to items by those neighboring users to recommend at least one item to the initial user.

Brief Summary Text (12):

In yet another aspect, the present invention relates to a method for recommending an item to a user which begins by generating a concept mask for the user which represents the user's areas of interest. The user's profile is stored in memory and includes information related to the ratings given to items by the user. A plurality of similarity factor vectors is calculated. Each vector represents the similarity between each user and another user and the individual entries in the vector represent the similarity between those users on a per-concept basis. The similarity factor vectors are used to select a set of neighboring users. A weight is assigned to the neighboring users and that weight, together with the ratings given to items by the neighboring users, is used to recommend an item to the initial user.

Drawing Description Text (5):

FIG. 2 is a diagrammatic view of a user profile-item profile matrix,” and

- providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score.

2. A method of profiling a user of a system for assisting the buying and selling of properties, comprising:

- defining a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;
- assigning a character profile score to the user using the character profile matrix (see US Pat. 6,092,049), claim 1, and “Abstract Text (1):

A method for recommending items to users using automated collaborative filtering stores profiles of users relating ratings to items in memory. Profiles of items may also be stored in memory, the item profiles associating users with the rating given to the item by that user or inferred for the user by the system. The user profiles include additional information relating to the user or associated with the rating given to an item by the user. Item profiles are retrieved to determine which users have rated a particular item. Profiles of those users are accessed and the ratings are used to calculate similarity factors with respect to other users. The similarity factors, sometimes in connection with confidence factors, are used to select a set of neighboring users. The neighboring users are weighted based on their respective similarity factors, and a rating for an item contained in the domain is predicted. In one embodiment, items in the domain have features. In this embodiment, the values for features can be clustered, and the similarity factors incorporate assigned feature weights and feature value cluster weights. In some embodiments, item concepts are used to enhance recommendation accuracy.

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In another aspect, the present invention relates to a method for recommending an item to a user which begins by storing a user profile in memory for each user. The user profile includes ratings given to items by the user. An item profile is also stored in memory which includes ratings given to the item by users. The profile of each item rated by the user is retrieved from memory and used to determine which other users of the system have rated that item. The profile of each of those users is retrieved from memory and a similarity factor between the initial user and each of the users that have rated the item is calculated. The similarity factors are calculated responsive to the retrieved user profiles. A set of neighboring users is selected responsive to the similarity factors and a weight is assigned to each of the neighboring user. The neighboring users and the weights given to them are used together with the ratings given to items by those neighboring users to recommend at least one item to the initial user.

Brief Summary Text (12):

In yet another aspect, the present invention relates to a method for recommending an item to a user which begins by generating a concept mask for the user which represents the user's areas of interest. The user's profile is stored in memory and includes information related to the ratings given to items by the user. A plurality of similarity factor vectors is calculated. Each vector represents the similarity between each user and another user and the individual entries in the vector represent the similarity between those users on a per-concept basis. The similarity factor vectors are used to select a set of neighboring users. A weight is assigned to the neighboring users and that weight, together

with the ratings given to items by the neighboring users, is used to recommend an item to the initial user.

Drawing Description Text (5):

FIG. 2 is a diagrammatic view of a user profile-item profile matrix; and

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